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(b) redirecting said requests to the alternate web pages in accordance with a predetermined distribution function.

(a) creating one or more alternate web pages;

5 (f) repeating steps (a)–(e).

6. A process for directing requests for a test web page having a predetermined universal resource location (URL)

comprising the steps of:

10 (a) providing one or more alternate web pages;

(b) configuring said alternate web pages in parallel paths with said test web page;

(c) distributing requests to said test web page and said alternate pages according to a predetermined distribution function wherein said requests are distributed by redirecting requests from said test web page to the alternate web pages in accordance with a predetermined distribution function.

7. The process as recited in claim 6, wherein said predetermined distribution function is a random function.

8. The process as recited in claim 6, wherein said predetermined distribution function is a sequential function.

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(a) receiving requests for the URL for said test web page;